



Landscape Trades

Canada's Premier Horticultural Trade Publication

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JUNE 2011
VOL. 33, NO. 5

Avoid pitfalls of success

Stopping work: Contract rights, responsibilities

Waste management can pay returns

New economy, new thinking

Recovery strategies for contractors
Financial management for growers



YOUR TOOLS, OUR TRADE

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YOU HAVE THE TOOLS, WE HAVE THE TRADE

There are three effective ways to connect with Canadian green industry business-to-business buyers, and *Landscape Trades* has them all covered:

Magazines

Landscape Trades has been the top information resource for Canada's vibrant green industry since 1979.

Our authoritative, targeted editorial content delivers the market to you. And the readers we deliver are 100% qualified industry participants, verified by CCAB/BPA.



Trade shows

Landscape Trades is the official publication of Congress and Expo, Canada's two leading green industry shows. We publish special show previews, as well as the official on-site guides for both, providing powerful cross-promotion power.

Associations

Landscape Trades is published by Landscape Ontario Horticultural Trades Association, known world-wide for its leadership and member engagement. We publish provincial and national association news, and mail to every horticultural trade association member in Canada — the association connection boosts profile, readership, engagement and respect.

Take advantage of Canada's top green industry marketing medium, *Landscape Trades*, to build your brand's visibility — and sales.

Steve Moyer
Sales manager, publications

Association partners

Provincial trade association members across Canada — the industry's opinion leaders — all receive *Landscape Trades*.



BONUS MARKETING OPPORTUNITIES



Website advertising

Our leadership extends to the online community; take advantage of our electronic properties to connect! The *Landscape Trades* site, www.landscapetrades.com, includes current news, our exclusive story archive and the popular online classifieds. The *Online Source Book*, www.ltsourcebook.com, is the exclusive product source directory for Canada's green industry. Ask about discounted year-long programs for both sites.



Polybag or bind-in inserts

Skip the bother of direct mail, at a fraction of its cost, and specify your insert's distribution to our premium list by region or sector. Options include polybags, bind-ins, tip-ons or blow-ins. Please phone for a quotation.



Landscape Trades wall calendar

A unique opportunity! The *Landscape Trades* 27 x 39-inch wall calendar mails with each November issue, delivering a year of exposure for your ad message.



Congress and Expo show guides

Tap the power of cross-promotion and extend your booth presence beyond the show, with print ads in the Expo and Congress official show guides, published each October and January. Call for information.



Classified advertising

Get results with print and online classifieds: employment ads, business opportunities, equipment and more. Print classified in *Landscape Trades* (includes web posting for the current calendar month) are \$62.15 per column inch, including tax. Online classifieds, www.landscapetrades.com are \$67.80 per month. Contact classifieds@landscapeontario.com



Landscape Ontario magazine

Reach progressive Landscape Ontario members with the official association magazine. Published monthly, *Landscape Ontario* commands high readership and respect. Call for details.

JANUARY 2012

Includes Congress 2012 show preview; bonus distribution at the show.

SPACE: Nov. 2, 2011
Material: Nov. 7, 2011
Mail: Dec. 15, 2011

MARCH 2012

Spotlight on new products.

SPACE: Jan. 31, 2012
Material: Feb. 6, 2012
Mail: Mar. 2, 2012

APRIL 2012

Landscape award winners.

SPACE: Mar. 1, 2012
Material: Mar. 8, 2012
Mail: Apr. 4, 2012

MAY 2012

SPACE: Apr. 4, 2012
Material: Apr. 9, 2012
Mail: May 2, 2012

JUNE 2012

Special focus issue.

SPACE: May 2, 2012
Material: May 7, 2012
Mail: June 1, 2012

JULY/AUGUST 2012

Spotlight on snow and ice management.

SPACE: June 26, 2012
Material: Jul. 3, 2012
Mail: Jul. 27, 2012

SEPTEMBER 2012

Retail focus, includes Expo show preview; bonus show distribution.

SPACE: Aug. 7, 2012
Material: Aug. 10, 2012
Mail: Sept. 4, 2012

OCTOBER 2012

Source Book 2013; exclusive product source listings.

SPACE: Sept. 5, 2012
Material: Sept. 10, 2012
Mail: Oct. 2, 2012

NOVEMBER/ DECEMBER 2012

New plant introductions for 2013; includes 2013 Congress Conference Guide

SPACE: Oct. 9, 2012
Material: Oct. 12, 2012
Mail: Nov. 6, 2012

JANUARY 2013

Congress 2013 preview; bonus show distribution

SPACE: Nov. 6, 2012
Material: Nov. 12, 2012
Mail: Dec. 10, 2012

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2012 FOUR COLOUR ADVERTISING RATES in Canadian dollars

	1x	5x	9x	Special, bonus distribution issues (Jan. and Oct.)
Full page	\$2,550	\$2,455	\$2,345	\$2,685
Two-thirds page	2,180	2,120	2,035	2,320
Half page	1,980	1,890	1,820	2,140
Third page	1,715	1,655	1,605	1,790
Quarter page	1,540	1,510	1,475	1,605

SPECIAL POSITIONS

Inside front,				
Inside back covers	\$3,160	\$3,040	\$2,915	\$3,310
Outside back cover	3,315	3,190	3,050	3,480

ONLINE www.landscapetrades.com or www.ltsourcebook.com

	1-3 months per month	4-6 months per month	7-12 months per month
Top Banner..... <small>728 x 90 pixels</small>	\$220	\$180	\$150
Large side display ad..... <small>300 x 250 pixels</small>	\$220	\$200	\$180
Small side display ad..... <small>300 x 125 pixels</small>	\$165	\$145	\$125

DISCOUNT STRUCTURE

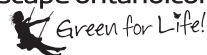
Gross rates above are discounted 15% to accredited ad agencies and Landscape Ontario associate members; 20% to Landscape Ontario active members. No discount applies when production is required.

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Landscape Trades is an initiative of
 Landscape Ontario Horticultural Trades Association

landscapeontario.com



Ad sizes

Full page

Trim 8 1/8" x 10 7/8"
 Bleed 8 3/8" x 11 1/8"
 Live area 7 1/8" x 10"

Two-thirds page

Vertical 4 3/8" x 10"
 Square 7 1/8" x 6 1/2"

Half page

Vertical 3 3/8" x 10"
 Horizontal 7 1/8" x 4 7/8"
 Island 4 5/8" x 7 1/2"

Third page

Vertical 2 1/4" x 10"
 Square 4 5/8" x 4 7/8"
 Horizontal 7 1/8" x 3 1/4"

Quarter page

Vertical 3 3/8" x 4 7/8"
 Square 4 3/8" x 3 3/4"
 Horizontal 7 1/8" x 2 3/8"

Sixth page

Vertical 3 3/8" x 4 7/8"
 Square 4 3/8" x 3 3/4"
 Horizontal 7 1/8" x 2 3/8"

Technical specifications

High resolution PDF or EPS files with fonts embedded are preferred. Colour files must be CMYK. If your files are larger than 10 MB, please call for instructions to access our FTP site. Publisher and Word documents are not accepted. Ads requiring makeup are charged hourly production fees. Minimum resolution for rasterized images is 300 pixels per inch. Publisher will not be responsible for the reproduction of colour advertisements unless progressively pulled proofs are supplied. If your files are larger than 10MB please call for instructions.

Contract provisions

- Advertiser agrees to protect publisher against legal action based upon libelous statements or unauthorized use of photographs or other material in connection with advertisement placed under this contract.
- A contract is invalid if first insertion not used within two months of contract date.
- All advertising subject to approval of publisher. The word "Advertisement" will be placed on copy that resembles editorial matter.
- Rates based on total amount of space used in 12 months from date of first insertion. Advertisers will be short-rated if they did not use the amount of space upon which their billings were based. Advertisers will be rebated if they used sufficient additional space to warrant a lower rate.
- Advertisers will be charged incurred production costs.
- Cancellations not accepted after closing dates.
- Publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when in conflict with policies covered by this rate card. Publisher will not archive material beyond one year from insertion date. Advertiser and advertising agency agree that publisher shall be under no liability for failure to insert any advertisement.
- If and when new advertising rates are announced, advertisers will be protected for the balance of current contracts.